

Different Question Types and Responses

Watch your ranges

It's important that you don't include overlapping ranges in your answer choices. For example, take a look at the questions below. When you do provide respondents with ranges, give them between 5-7 options, with 7 being the maximum number of different choices most people can keep in their heads at one time. Also, try to make your ranges roughly the same size.

 **Avoid:** In a typical day, about how much time do you spend watching TV?

- 1 hour or less
- 1-2 hours
- 2-5 hours
- 5-10 hours

If someone spends 2 hours watching TV, should they choose the second or third answer category? Should 5 hours be category three or four? Make questions easier to answer by making sure every possible answer is accounted for. Offer a "more than" option at the top of the range, for example. Also, try to keep all answers in the same scale (e.g. hours, dollars, kilometers).

 **Use:** In a typical day, about how much time do you spend watching TV?

- Fewer than 2 hours
- 2-4 hours
- 5-7 hours
- 8-10 hours
- More than 10 hours